

SONY

For Immediate Release

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Sony Australia Ltd

Sony introduces 18-110mm Super 35mm/APS-C lens with power zoom capability



- **E PZ 18-110mm F4 G OSS (SEL18110G) with 6.1x high zoom ratio**
- **High resolution suited for professional 4K movie production**
- **Smooth Motion Optics (SMO) design and construction to minimise unwanted focus and image shifts during focusing or zooming**
- **Advanced operability including three separate focus, iris and zoom rings for professional operation**
- **Optical SteadyShot in-lens image stabilisation**
- **Compact, lightweight design with dust and moisture resistance¹**

Sydney, 9 September 2016 – Offering moviemakers a powerful new creative tool, Sony has developed a new advanced Super 35mm/APS-C format power zoom lens that starts at 18mm wide angle and extends to 110mm at the telephoto end (27mm – 165mm equivalent in 35mm format²).

¹ Not guaranteed to be 100 per cent dust and moisture proof.

² With interchangeable-lens digital camera incorporating an APS-C type image sensor.

With a 6.1x high zoom ratio even with inner focus, it maintains a constant F4 aperture throughout for beautiful depth of field effects and stable exposure control across the entire standard zoom range.

From the [PXW-FS7](#) professional camcorder to interchangeable-lens cameras such as α 7 series and [\$\alpha\$ 6300](#), the SEL18110G top quality G Lens delivers image quality that will satisfy the most demanding of professional users. It consists of 18 elements in 15 groups, including six aspherical elements and three Extra-low Dispersion (ED) glass elements. It also features a highly intricate seven-blade circular aperture design that delivers extremely high resolution image quality, particularly suited to professional 4K movie shooting.

The SELP18110G is the second lens³ to benefit from Sony's Smooth Motion Optics (SMO) design and construction, which has been developed to eliminate unwanted image shifts while operating the lens during movie shooting. SMO addresses three particular aspects on lens operation that can have a significant impact on movie quality: Focus Breathing, where shifts in angle of view during focusing are minimised by an internal focus mechanism; Focus Shift, where small shifts in focus that can occur while zooming are eliminated by precise focus tracking adjustment; and Axial Shift, where axial image shifts while zooming, are minimised by a constant length design.

The high level of operability and quiet operation of the new lens make it a compelling proposition for its integration into professional movie production environments. Its three separate rings offer control over focus, zoom, and aperture, with optimal torque for a satisfying responsive, professional feel. Both servo and responsive manual mechanical zoom are fully supported and the zoom ring direction is switchable to match individual user preferences. The lens length remains constant during any changes, making it easy to use with matte boxes and other lens accessories. A first for α lenses, the SELP18110G has a 0.8mm pitch focus gear built right onto the lens, providing direct compatibility with standard focusing accessories.

Optimum optical performance and operability are complemented by a dust and moisture-resistant design¹, making the lens ideal for location use. The SELP18110G further offers extra versatility thanks to Optical SteadyShot technology that provides in-lens image stabilisation during handheld shooting. Its compact and lightweight⁴ design also means that it is a truly mobile solution. Users can also achieve added flexibility when the lens is paired with the [SEL14TC](#) and [SEL20TC](#) teleconverters for 1.4x and 2.0x extension of focal range respectively.

Pricing and availability

The SELP18110G Super 35mm/APS-C power zoom lens for professional movie-makers and photographers will be available in Australia from December 2016 for SRP \$5,699.

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³ The only other lens to benefit from SMO technology is the [SELP28135G](#)

⁴ 1105g without tripod mount.

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Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Hausmann Communications at sony@hausmann.com.au.

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